

PRESS RELEASE

23rd TECHNO-CLASSICA ESSEN 2011 – Reflection of the classic sector growth industry

- **The greatest classic-fair of the world from 30th* March until 3rd April 2011**
- **All 20 exhibition halls and open area are almost fully booked**
- **TECHNO-CLASSICA – the greatest historic-platform of the car industry in the world**
- **Largest selection of international classic dealers with more than 2,500 collector's cars**

* 30. March 2011: Preview-, Trade and Press Day

With full energy the 23rd TECHNO-CLASSICA ESSEN comes onto the hot stage until the opening on 30th March 2011 with the Preview, Trade and Press Day. Already now the organiser, S.I.H.A., announces “full house“: Almost all exhibition spaces in the 20 halls and at the open area of the fair Essen are already booked.

On this occasion the 23rd world fair for Vintage, Classic & Prestige Automobiles, Motor Sport, Motorcycles, Spare Parts and Restoration – World Club Meeting reflects during the five fair days in all until 3rd April 2011 the continuous and large growth of the national and international classic sector. The TECHNO-CLASSICA ESSEN presents all facets of this prospering industry. More than 180,000 visitors from more than 40 nations are expected – and more than 1,150 exhibitors. The interest of international buyers in the TECHNO-CLASSICA of the year 2011 increased again. More than 2,500 collector's cars are at the renowned dealers for sale and make the TECHNO-CLASSICA 2011 to the most successful market of the world for Classics.

But the TECHNO-CLASSICA ESSEN 2011 can offer additional superlatives: It is the greatest platform for the presentation of the historic divisions of the international automobile-manufacturers and importers. Some companies have already announced headwords for their appearance:

- Mercedes-Benz celebrates 125 years automobile
- BMW looks back on 75 years BMW 328 and 50 years “New Class“.
- Volkswagen Classic addresses to the topic cabriolet.
- Opel will point to the 150th anniversary, which shall be celebrated in 2012.
- The motto of the Ford-stand is “80 years made in Cologne”

Also the grant appearance of the importers as for example Peugeot, Citroen and Alfa Romeo has good tradition: 2011 the TECHNO-CLASSICA will join the entire range of important automobile-manufacturers under the same roof again.

The offer- and exhibition-range of the TECHNO-CLASSICA covers all fields of the international classic-sector. It lives up the beginning of the season and presents restorers, dealers of automobile-literature, spare-part dealers, sellers of accessories, clock- and technology dealers, as well as artists and art dealers and, not least, dealers and manufacturers of model cars. Also the ancillary industry, which has discovered the topic vintage car sector as a profitable business area in recent years, is represented with a large number in 2011. And the more than 200 registered clubs for classical vehicles and collector's cars provide an additional superlative: They make TECHNO-CLASSICA to the worldwide greatest classic-club-platform again.

So, Essen is also in the year 2011 for five days the capital of the vintage-universe again.